

## AMENDMENT OF THE CLAIMS

Please amend Claims 13, 18-20, 22, 27 and 28 as follows:

Claim 13 (currently amended): An Internet-based system for ~~collecting~~, storing managing and serving consumer product-related information over the Internet, comprising:

a database management subsystem for storing and managing information representative of

(i) a plurality of trademarks placed on or used in connection with a plurality of consumer products made, sold and/or distributed by a plurality of manufacturers, and

(ii) a plurality of Uniform Resource Locators (URLs) symbolically linked to said trademarks and specifying the location of a plurality of Web documents stored in one or more Internet-based information servers, and published by said manufacturers, their agents and/or third parties, and containing particular kinds of information related to consumer products on which said trademarks are placed and used in commerce;

a trademark/URL information server operably connected to said database management subsystem and the infrastructure of the Internet, said trademark/URL information server accessing one or more URLs from said database management subsystem in response to a request placed with said trademark/URL information server by a consumer-operated client computer subsystem seeking to find consumer product related information contained in one or more Web documents stored in said one or more Internet-based information servers at one or more URLs symbolically linked to a trademark contained within said request;

a plurality of manufacturer-managed client computer subsystems operably connected to the infrastructure of the Internet, each said manufacturer-managed client computer subsystem enabling a manufacturer to transmit to said database management subsystem, information representative of a plurality of trademarks placed on or used in connection with a plurality of consumer products and a plurality of URLs symbolically linked to said trademarks and specifying the location of a plurality of said Web documents stored in said one or more Internet-based information servers; and

a plurality of consumer-operated client computer subsystems operably connected to the infrastructure of the Internet, each said consumer-operated client computer subsystem enabling a consumer to access one or more URLs from said database management subsystem in response

to a request transmitted to said trademark/URL information server by said consumer-operated client computer subsystem for consumer product related information contained in Web documents located at said one or more URLs symbolically linked to a trademark contained within said request placed by said consumer-operated client computer subsystem.

Claim 14 (previously presented): The Internet-based system of claim 13, wherein said information representative of the trademarks placed on or used in connection with a plurality of consumer products of a manufacturer and the plurality of URLs symbolically linked thereto, is transmitted from said manufacturer-managed client computer subsystem to said database management subsystem using a file transfer protocol.

Claim 15 (previously presented): The Internet-based system of claim 13, wherein said information representative of the trademarks placed on or used in connection with a plurality of consumer products of a manufacturer and the plurality of URLs symbolically linked thereto, is transmitted from said manufacturer-managed client computer subsystem to said database management subsystem using an electronic data interchange (EDI) process.

Claim 16 (previously presented): The Internet-based system of claim 13, wherein said Web-documents comprise HTML-encoded documents.

Claim 16 (previously presented): The Internet-based system of claim 13, wherein said particular kinds of information related to consumer products are selected from the group consisting of product advertisements, products specifications, product updates, product distributors, product warranty/servicing, and product incentives including rebates, discounts and coupons.

Claim 18 (currently amended): The Internet-based system of claim 13, wherein said trademarks are registered with the United States Patent and Trademark Office or are the subject ~~matters~~ matter of trademark applications pending therein.

Claim 19 (currently amended): The Internet-based system of claim 13, wherein at least one said

consumer-operated client subsystem comprises:

- a GUI-based Web browser program, and

- a bar code symbol reader, operably connected to said GUI-based Web browser program, for reading bar code symbols placed on consumer products ~~and encoded with~~ bearing said trademarks.

Claim 20 (currently amended): The Internet-based system of claim 13, wherein at least one of said plurality of consumer-operated client computer subsystems is installed within a retail environment, and comprises

- a GUI-based Web browser program, and

- a bar code symbol reader, operably connected to said GUI-based Web browser program, for reading bar code symbols placed on consumer products ~~and encoded with~~ bearing said trademarks.

Claim 21 (previously presented): The Internet-based system of claim 13, wherein said database management subsystem is realized on a first computing platform, and said trademark/URL information server is realized on a second computing platform, and said first and second computing platforms are interconnected by an information network.

Claim 22 (currently amended): An Internet-based system for [collecting] storing and managing consumer product-related information for serving over the Internet to consumer-operated client subsystems, said Internet-based system comprising:

- a database management subsystem for storing and managing information representative of

- (i) a plurality of trademarks placed on or used in connection with a plurality of consumer products made, sold and/or distributed by a plurality of manufacturers, and

- (ii) a plurality of Uniform Resource Locators (URLs) symbolically linked to said trademarks and specifying the location of a plurality of Web documents stored in one or more Internet-based information servers, and published by said manufacturers, their agents and/or third parties, and containing particular kinds of information related to consumer products on which said trademarks are placed and used in commerce;

a ~~UPN/URL~~ trademark/URL information server operably connected to the infrastructure of the Internet and said database management system, said ~~UPN/URL~~ trademark/URL information server accessing one or more URLs from said database management subsystem in response to a request placed with said ~~UPN/URL~~ trademark/URL information server by a consumer-operated client computer subsystem seeking to find consumer product related information contained in one or more Web documents stored in one or more Internet-based information servers at one or more URLs symbolically linked to a trademark contained within said request; and

a plurality of manufacturer-managed client computer subsystems operably connected to the infrastructure of the Internet, each said manufacturer-managed client computer subsystem enabling a manufacturer to transmit to said database management system, information representative of a plurality of trademarks placed on or used in connection with a plurality of consumer products and a plurality of URLs symbolically linked to said trademarks and specifying the location of a plurality of said Web documents stored in one or more Internet-based information servers.

Claim 23 (previously presented): The Internet-based system of claim 22, wherein said information representative of the trademarks placed on or used in connection with a plurality of consumer products of a manufacturer and the plurality of URLs symbolically linked thereto, is transmitted from said manufacturer-managed client computer subsystem to said database management subsystem using a file transfer protocol.

Claim 24 (previously presented): The Internet-based system of claim 22, wherein said information representative of the trademarks placed on or used in connection with a plurality of consumer products of a manufacturer and the plurality of URLs symbolically linked thereto, is transmitted from said manufacturer-managed client computer subsystem to said database management subsystem using an electronic data interchange (EDI) process.

Claim 25 (previously presented): The Internet-based system of claim 22, wherein Web-documents comprise HTML-encoded documents.

Claim 26 (previously presented): The Internet-based system of claim 22, wherein said particular kinds of information related to consumer products are selected from the group consisting of product advertisements, product specifications, product updates, product distributors, product warranty/servicing, and product incentives including rebates, discounts and coupons.

Claim 27 (currently amended): The Internet-based system of claim 22, wherein said trademarks are registered with the United States Patent and Trademark Office or are the subject ~~matters~~ matter of trademark applications pending therein.

Claim 28 (currently amended): The Internet-based system of claim 22, wherein said database management subsystem is realized on a first computing platform, and said ~~UPN/URL~~ trademark/URL information server is realized on a second computing platform, and said first and second computing platforms are interconnected by an information network.